

## NEW ENGLAND DEVELOPMENT

# ASHEVILLE OUTLETS

## *Asheville, North Carolina*

### PROJECT DETAILS

**Project Type:**  
Outlet Center

**GLA:**  
325,000 sf

**Address:**  
800 Brevard Road  
Asheville, North Carolina  
28806  
Burcombe County

**Asheville Outlets is the newest destination for shopping in the greater Asheville market—the regional and economic hub for western North Carolina with a strong and growing visitor market.**

With no other outlet center within 80 miles, the retailers at Asheville Outlets are thriving from the strong residential and tourism markets. Ideally located five miles southwest of downtown Asheville at the I-26 and Route 191 interchange, Asheville Outlets has excellent regional access. The Asheville tourism market is impressive and continues to make national news. Approximately 9.8 million people visit the Asheville region each year, of which 3.3 million stay overnight.

### LOCATION

- Excellent regional access with location on I-26
- Location at Exit 33 is one of the region's primary entrances to the Blue Ridge Parkway
- Five miles southwest of downtown Asheville
- More than 9.8 million annual visitors to Asheville region

### KEY TENANTS

Ann Taylor Factory Store, Banana Republic Factory Store, Brooks Brothers Factory Outlet, Coach, Cole Haan, Field & Stream, GAP Factory Store, J. Crew Factory, Nike Factory Store, Restoration Hardware, Tommy Hilfiger, Under Armour, Vera Bradley, Vineyard Vines, West Elm Outlet



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75 Park Plaza  
Boston, Massachusetts 02116  
617.965.8700  
NEDevelopment.com





AERIAL VIEW

## Site plan & location

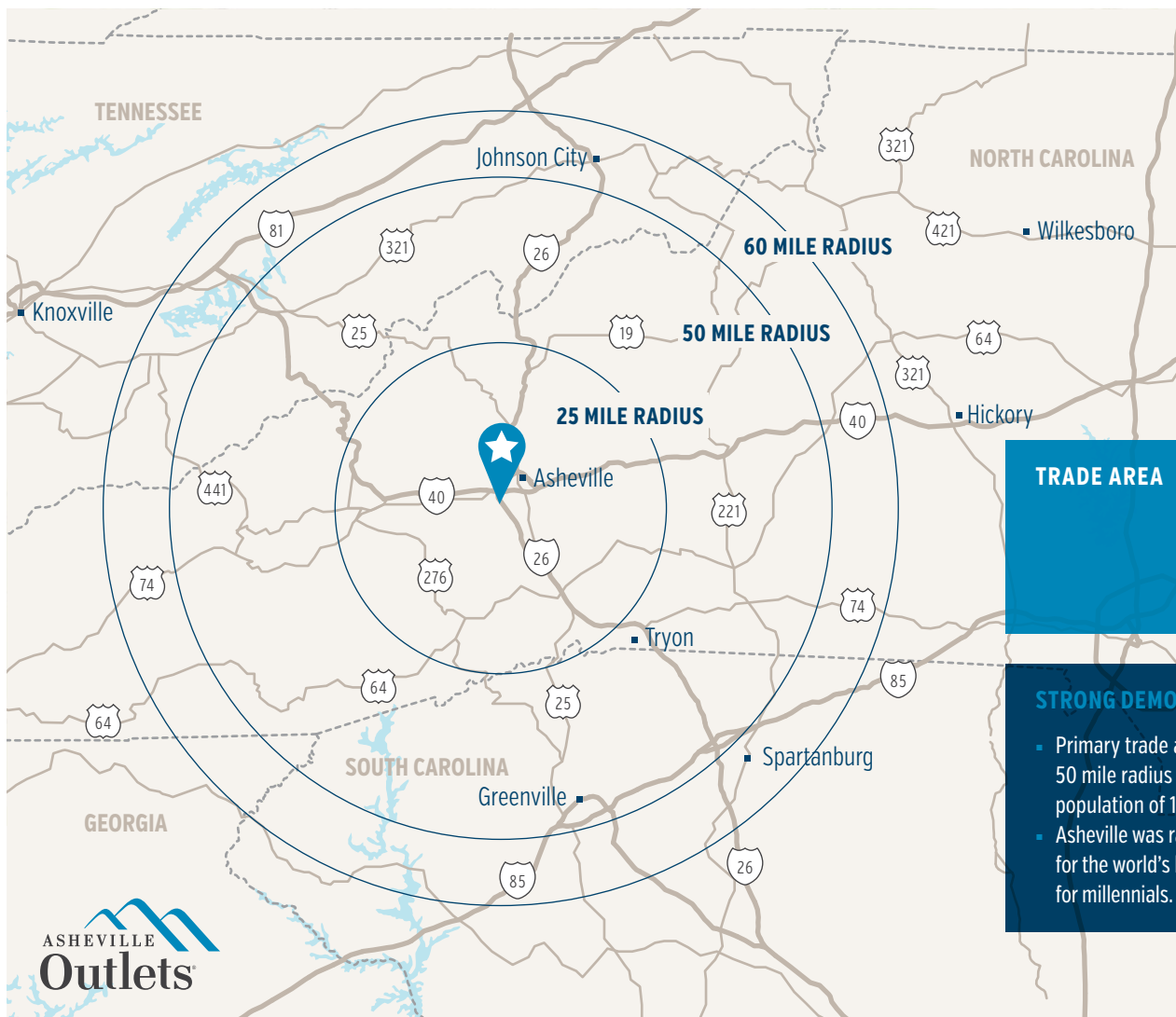


### LOCATION

- Easy access with location on I-26
- Excellent regional access connects Asheville Outlets with Asheville, its affluent northern suburbs, and dozens of gated golf communities located in nearby mountains
- Major highways and arterials providing access to the site include I-40, I-240, US-74, and the Blue Ridge Parkway.
- Asheville is centrally located and easily accessible to visitors from the Midwest and Middle Atlantic states.

### AVERAGE DAILY TRAFFIC

- I-26: 86,000
- Brevard Road: 22,000



**TRADE AREA**

**STRONG DEMOGRAPHICS**

- Primary trade area of 50 mile radius has a population of 1,297,908.
- Asheville was ranked #3 for the world's best cities for millennials.

# Demographics

**DEMOGRAPHICS**

- The Asheville metropolitan market is a regional and economic hub for western North Carolina.
- 9.8 million annual visitors to the Asheville region supplement the residential market.

**2016 TRADE AREA DEMOGRAPHICS**

	25 miles	40 miles	50 miles	60 miles
Population	465,971	687,685	1,307,644	2,134,958
Households	200,690	293,946	547,140	884,104
Average Household Income	\$63,457	\$61,219	\$60,183	\$61,877
Number of Businesses	22,626	30,259	55,723	91,427
Daytime Population	400,956	563,460	1,059,760	1,762,159



## TOURISM

- There are 9.8 million annual visitors to the Asheville region, of which 3.3 million stay overnight.
- Visitors spend \$1.7 billion annually at local businesses and generate \$2.6 billion in total sales.
- More than 15 million people visit the Blue Ridge Parkway each year.
- 2016 was the third consecutive year of record passenger use at Asheville Regional Airport with an increase of 5% over 2015.
- In 2018 the World Equestrian Games will come to Tryon, just 43 miles southeast of Asheville. This event attracts 500,000 people from all over the world.

Sources: Buncombe County Tourism Development Authority, March 2017; Blue Ridge Parkway Association

# Tourism



Great Smoky Mountains National Park has the highest visitation of any of the 58 national parks – with more than twice the number of visitors as the Grand Canyon, the second most visited national park.



The AAA Four-Diamond Omni Grove Park Inn, which celebrated its 100th anniversary in 2013, has over 300,000 annual visitors.



Asheville was named the #1 Best in the U.S. Travel Destination by Lonely Planet.



The world-famous Biltmore Estate has over 1 million annual visitors and ranks 1st as a top-rated tourist attraction in North Carolina.



The college population of Asheville is nearly 25,000, with area universities including the University of North Carolina Asheville and Western Carolina University.



Outstanding scenery and recreational opportunities make the Blue Ridge Parkway one of the most popular sections of the National Park System.

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